



VERMONT'S 23RD ANNUAL

# WOMEN'S ECONOMIC OPPORTUNITY CONFERENCE



## SATURDAY, OCTOBER 19, 2019

VERMONT TECHNICAL COLLEGE  
RANDOLPH CENTER, VERMONT

PRESENTED BY U.S. SENATOR PATRICK LEAHY

*PREPARED, PUBLISHED AND MAILED AT TAXPAYER EXPENSE*

# WORKSHOPS: AM AND PM SESSIONS

Please choose one AM and one PM session only

## AM Session

10:00 AM – 11:15 AM (75 Minutes)

OR

10:00 AM – 12:00 PM (120 Minutes)

### **Be Unstoppable: Discover What's Holding You Back and How to Overcome It**

Presenter: Lisa Wood

### **Elevating "Women's Work": Raising Regard for Traditionally Female Occupations**

Presenters: Sonja Raymond, Mari Cordes and Amanda Perkins

### **Give Yourself Credit**

Presenter: Liz Scharf

### **How to be a Certified Woman-Owned Business**

Presenters: Brenda Plastridge, Chris Herriman and Lori Valburn

### **Jumpstart Your Job Search**

Presenter: Susan Edwards

### **Let's Talk Gender: Changing the Story One Conversation at a Time**

Presenters: Jessica Nordhaus and Alyssa Johnson-Kurts

### **Level Up: Take Charge of Your Career**

Presenter: Rachel Kauppila

### **The Art of Successful Communication**

Presenter: Hannah Rose

### **Be Your Own Boss**

Presenters: Laurel Butler and Gwen Pokalo

### **First Impression is Critical: Get the Most from LinkedIn and Your Resume**

Presenters: Kate Paine and Etienne Morris

### **The Sandwich Generation: Money (and Sanity) Management Tips for Parents and Adult Children**

Presenter: Becca Schrader

### **Wonderful, Hard Entrepreneurship: An #AskMeAnything Panel with Women Business Owners**

Facilitator: Cristine Hammer

## PM Session

1:15 - 2:30 PM (75 Minutes)

### **A Star is Born! Personalize Your Brand Story**

Presenter: Catherine Palmer

### **Creating Family Friendly Workplaces to Support Young Families**

Presenter: Emily Blistein

### **The Cultivation of Inner Wealth**

Presenter: Melissa O'Brien

### **Gig Life as Your Best Life**

Presenter: Gwen Pokalo

### **How to Leverage LinkedIn for Business Success**

Presenter: Kate Paine

### **Let's Talk #Harassment: Creating a Respectful Workplace Culture**

Presenters: Jessica Nordhaus and Alyssa Johnson-Kurts

### **Practical Tools to Pay Down Debt and Boost Your Savings**

Presenter: Becca Schrader

### **Saving for Retirement: Finding Financial Security in Later Years**

Presenter: Liz Scharf

### **Stay True to Your Values and Avoid Burnout**

Presenter: Joanne Jastatt

### **Strength-Based Supervision: How to Deepen Your Engagement with Your Team**

Presenter: Hannah Rose

### **Work-Life Alignment...Because Balance is BS**

Presenter: Lisa Danforth

## REGISTER ONLINE: [LEAHY.SENATE.GOV](http://LEAHY.SENATE.GOV)

In the interest of making this conference accessible to all Vermonters, there is no charge to register. Lunch is also provided free with registration.

Can't register online? Call Vicki at 802-728-9101.

Questions? Call Senator Leahy's Montpelier office at 802-229-0569.

## REGISTRATION DEADLINE IS OCTOBER 10, 2019

## WEOC 2019 KEYNOTE SPEAKER:

# JEN KIMMICH

Jen Kimmich is co-founder and CEO of the Alchemist Brewery and board chair of the Alchemist Foundation, focused on expanding opportunity for young Vermonters. With her husband, John, she founded The Alchemist as a Waterbury brewpub in 2003. Building on the wild success of the pub and their beers, the team began canning Heady Topper in Waterbury in 2011, and opened their Stowe brewery in 2016, serving as a model of sustainable water use in brewing. Jen is extremely active in public policy and is a passionate advocate for working Vermonters and the environment. She is a member of VBSR's Public Policy Committee and is a business advocate for universal health care.

Jen serves on a wide variety of boards, including Main Street Alliance Vermont, VPIRG and the Vermont Council on Rural Development. She and John live in Stowe with their son Charlie.



# AGENDA

**8:00 AM**

Registration/Exhibits/Coffee  
Judd Hall

**8:30 - 9:45 AM**

Welcome by Patricia Moulton,  
President, Vermont Technical College

Remarks by  
U.S. Senator Patrick Leahy

Keynote Speaker: Jen Kimmich,  
The Alchemist Brewery

**10:00 AM - 12:00 PM**

AM Workshops  
(75 or 120 minute sessions)  
VTC Classrooms

*Lunch will be served in Morey Dining  
Hall immediately following the  
morning workshops.*

*Judd Hall will be open  
from 12:00 PM to 1:15 PM for  
networking and desserts.*

**1:15 - 2:30 PM**

Afternoon Workshops  
VTC Classrooms

**2:45 - 3:00 PM**

Closing Remarks, Raffle and Evaluations  
Judd Hall

**Thank you for taking part in  
Vermont's  
23rd Annual Women's  
Economic Opportunity  
Conference!**



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Vermont Department of Labor

Vermont Economic Development Authority

Vermont Manufacturing Extension Center

Vermont Procurement Technical Assistance Center

Vermont Small Business Development Center\*

Vermont State Employees Credit Union

Vermont Technical College

Vermont Women's Fund

Vermont Works for Women

Women Business Owners Network

*Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Senator Leahy's Office, 802-229-0569*

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# U.S. Senator Patrick Leahy

Presents

## Vermont's 23rd Annual Women's Economic Opportunity Conference

Saturday, October 19, 2019 | Vermont Technical College | Randolph Center, VT

Dear Friends,

In recent weeks, I have seen headlines in both Vermont and the national press celebrating the success of women-owned businesses in Vermont. A VPR story reported, "From Head Chefs to Owners, Women Serve as Leaders in Vermont's Restaurant Scene," while *The Boston Globe* heralded the contributions of local businesswomen in the revival of downtown White River Junction.

Vermont can now lay claim to more than 23,000 women-owned businesses generating \$2.2 billion annually and employing more than 36,000 people, according to Change The Story VT. That's a big improvement from where we were when I hosted the first Vermont Women's Economic Opportunity Conference back in 1996, and I'm proud of these accomplishments. But we also know there is great talent and energy still to be tapped in our state, and that is why we continue this tradition.

On Saturday, October 19, we will again bring together hundreds of women from around Vermont to learn new skills, discover resources and swap personal success stories at the 23<sup>rd</sup> Annual Women's Economic Opportunity Conference (WEOC), to be held at Vermont Technical College in Randolph. The keynote address from Jen Kimmich, co-founder and CEO of

The Alchemist Brewery and board chair of The Alchemist Foundation, is sure to provide great insights.

The conference is always free of charge and lunch is provided, but we recommend that you register early as many of our nearly two dozen workshops will fill up fast. Please take a few minutes to review details of the conference at [www.leahy.senate.gov/issues/weoc2019](http://www.leahy.senate.gov/issues/weoc2019), then sign up to join us on October 19.

And if you have never been to WEOC – or even if you have – take a moment to review tweets from WEOC 2018 at #LeahyWEOC. They will surely inspire you!

Marcelle and I look forward to seeing you soon.

Sincerely,

PATRICK LEAHY  
United States Senator

